Moderated by
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Small Business Programs
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Tina Yeung, Technologist
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Bill Fanelli,
Chief Security Officer
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Morgan Bradley,
Cyber Security Analyst
Global Threat Communications
FedEx E-Commerce/Application Security

NATIONAL CYBER SECURITY ALLIANCE
Learn How to Choose and Protect Your SMB Website Hosting Service
WHAT SHOULD A SMALL BUSINESS LOOK FOR WHEN SEEKING A WEB HOST?

Christina Yeung
Federal Trade Commission
Web hosts
The Best Small Business Web Hosting Service Of All Time
https://thebestsmallbusinesswebhostingserviceofalltimeranking.example.com
Feb 13, 2018 – Are you a small business? Do you need a web host? We rank all web hosts to see if they fit your needs. Web hosts web hosts web hosts.

Best 10 Web Hosting Companies for Small Businesses
https://weranked10webhostssothatyoudonthaveto.example.com
June 2, 2017 – Get the best web hosting for your small business needs. Your web site is only as good as your web host. We found ten hosts that will help you expand your business.

Web Hosts for Small Businesses Ranked Top 20
https://webhostsforsmallbusinessesrankedtop20.example.com
May 13, 2018 – Sometimes looking for a web host can be an intimidating experience. Trust our guidance to lead you to the right match! Finding the right host isn’t always easy. What features do you care about – affordability, uptime, performance. All these things can be important depending on what you need for your small business. We do the research so you don’t have to.
BUT WAIT…

....Not all web hosts are equal
Our Study

Studied 11 web hosts
Website security and anti-phishing technology for small businesses
SSL/TLS

Encrypts data between browser and website
SSL/TLS Availability

- Documentation provided: 27%
- Included: 36.5%
- Additional fee: 36.5%
- Integrated into setup (73%)
EMAIL AUTHENTICATION AVAILABILITY

- SPF: 91% Set by default, 9% Configured independently, 27% Not supported
- DKIM: 73% Set by default, 27% Configured independently, 0% Not supported
- DMARC: 73% Set by default, 27% Configured independently, 0% Not supported
FTC Advice

- Small businesses
  - Pay attention to security features offered in plans
  - Plans with SSL/TLS and email authentication can protect your business and your customers
- Web hosts
- Sites that rank web hosts
THANK YOU VERY MUCH!
NATIONAL CYBER SECURITY ALLIANCE

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Bill Fanelli, Chief Security Officer
Council of Better Business Bureaus
5 STEPS TO BETTER WEBSITE CYBERSECURITY
Start with Your Domain

• Check reputation of the Web Host
  – Run IPs and domains through VirusTotal.com
  – Reputation of shared sites will affect you

• Set up your domain
  – Fully populate your Whols record
  – Set up Security@<YourDomain.com>
  – Consider using Secure DNS
Scan your Site

• Before you add content
  – Look for open ports and known vulnerabilities

• After adding content
  – Search for data leaks
  – Rescan
    • Quarterly
    • After any content change

• Track changes
  – Get notification on changes
  – Back out unauthorized
HTTPS Everywhere

• Use HTTPS always
  – Used to say for input pages only
    • SEO – Google requirement by July 2018
  – Security of data
  – Validity of the site

*Business is responsible to customers for security*
Use these Resources

• National Conference of State Legislatures
  www.ncsl.org

• NCSA website:
  www.stopthinkconnect.org

• BBB Cybersecurity website:
  www.bbb.org/cybersecurity
Morgan Bradley, Cyber Security Analyst
Global Threat Communications
FedEx E-Commerce/Application Security
RISK AND THREATS

- Risk is the name of the game
- Vulnerabilities alone aren’t bad
- Risk changes based on factors involved in making a choice
- In this case, choice being how to deliver a digital experience to the customer
IDENTIFYING NEEDS TO DRIVE RISK ASSESSMENT

• What is the purpose of the site?
• What functionality is needed?
• What do you want to eventually do in the future?
• What services and features are important?
ISSUES AND THREATS – SHARED WEB HOSTING
ISSUES AND THREATS – SHARED WEB HOSTING GODADDY, DREAMHOST, ETC.

- No management of the server itself
- Shared resource (you have a “container” inside a machine)
- Limited control over patching of services (PHP, CMS, etc.)
- No visibility into the network or hardware
- Often no visibility into the practices and management (this is changing)
- Web hosts are targets (more exposure)
ISSUES AND THREATS – VPS
DIGITALOCEAN, MICROSOFT AZURE, AMAZON AWS, ETC.
• VPS = “Virtual Private Server”
• Better management of the web server and services by the client
• Not completely “shared” resource
• Requires more knowledge and management by the client
• Maintenance relies on the client
• Still reliant on the provider for network security and good policies
ISSUES AND THREATS – CONTENT MANAGEMENT
WORDPRESS, DRUPAL, JOOMLA, ETC.
ISSUES AND THREATS – CONTENT MANAGEMENT
WORDPRESS, DRUPAL, JOOMLA, ETC.

• Built in to many hosting services and easy to setup/edit
• Good for static content (blogging, company website, etc.)
• Allow for use of modules, themes, etc.
• Security gets complicated
• Reliance on module authors, CMS developers, etc. for updates
• Ton of vulnerable versions, modules, etc. already in the wild
• Low hanging fruit
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Small Business Owners and the NIST Cybersecurity Framework

• If you are a small business owner who has worked with the NIST Cybersecurity Framework and/or attended a “CyberSecure My Business” webinar or training, NIST would like to interview you.
• The NIST Cybersecurity Framework is a flexible, voluntary methodology to address cybersecurity risk in any organization, small or large.
• For more information, please email Marian Merritt, lead for industry engagement with NICE/NIST at marian.merritt@nist.gov
Webinar Series
Second Tuesdays
2:00 p.m. EDT

To Register: www.staysafeonline.org

Up-Coming Webinar Topics:
• May 8th Protect Your Business Email
• June 12th How to Assess Vendor Security
• July 10th Do you need Cybersecurity Insurance?
Learn How to Choose and Protect Your SMB Website Hosting Services

Federal Trade Commission  
www.FTC.gov/smallbusiness

FedEx  
https://smallbusiness.fedex.com/home

BBB  
www.bbb.org/council/for-businesses/cybersecurity

National Cyber Security Alliance  
www.staysafeonline.org/cybersecure-business